

THE CANADIAN INDEPENDENT

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ORGAN
OF THE
INDEPENDENT
THEATRES
ASSOCIATION

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NEW PERFORMING RIGHTS RATES AGREED UPON

EXHIBITORS ON TOP AFTER STRIKE

New York. — M G M is harkening to the complaints of the independent exhibitors, and will revise its high percentage sales policy insofar as it affects subsequent runs, it was reported here yesterday.

The situation in the New York territory is the straw that turned the scales in favor of the exhibitor viewpoint. Complaints against high percentage demands had been coming from various sections of the country, but it was pointed out a few days ago that the indies in New York had been unanimous in resisting MGM contracts. Meanwhile 20th Century-Fox sold the same territory 100 percent.

OPEN ATTACK UPON BAD PRINT PASSERS

The Toronto Independent Theatres Association has already started work on its drive for better prints and at the present time has a collection of atrocities in its morgue, which are a disgrace to the business. What is going to be done about it remains a dark secret and even Mr. Freedman, president of the Association, refused to disclose any information when interviewed recently. He did state however, that some of the exhibits were so bad as to be a fire hazard and a danger to the life of every patron stepping into a theatre at which they were allowed to get into the machines.

Old Figures Still in Effect But Exhibitors are Given Option of Contract

War clouds that have hovered over motion picture skies for some months, were blown away yesterday when Leslie J. Boosey, head of the British Performing Rights Society and E. S. Mills, Ascap general manager met representatives of Canadian exhibitors and after ironing out old grievances, announced a new schedule of Performing Rights fees. Instead of the old rate of ten cents per seat per house with a minimum of \$10.00, the latest agreement is: 15 cents for all houses of 1,600 seats or over, 12 cents per seat for theatres with from 801 seats up to 1,599, and 10 cents per seat for houses up to 800. This, of course is for theatres operating six days per week. Houses up to 800 seats operating three days per week or less are to pay 5 cents per seat with a minimum of \$10.00.

The C.P.R.S. agreed to grant licenses for the year 1937 upon the basis of the tariff rates fixed this year by Order-in-Council, to those who did not wish to take advantage of the new fees. Those wanting to take the new rate must do so at a four year contract, and theatres not willing to accept that contract at the present time will not have the opportunity of taking advantage of its offer at a later date.

Major portion of the credit for this new deal on behalf of small exhibitors, goes to Nat Taylor and Colonel Cooper for when Mr. Boosey and Mr. Mills left New York, the Film Daily announced that there was a grave danger of both the American and British Societies withdrawing their films from circulation in Canada, if the U.S. terms of 20 cents per seat, with a rebate were not agreed to.

Yesterday's conference lasted for five hectic hours and when the new rates were finally decided upon, theatre representatives re-

quested the option of a four year contract, which was readily agreed upon.

According to information released immediately following the conference the new rates will represent a distinct savings to small exhibitors throughout the country.

Those present at yesterday's meeting included, T. J. Bragg and A. Thompson K.C., representing famous players; Mr. Nat Taylor and Col. J. A. Cooper, representing independent exhibitors and Mr. Jules Bernstein, representing Loew's Theatres.

GOVT. ABOLISHES AMUSEMENT TAX AT FAIRS

Independent Exhibitors Claim Low Price Houses Entitled to Same Consideration

While the Ontario government announced yesterday that the amusement tax was to be lifted from attractions and amusements at large agricultural exhibitions, film exhibitors were once again left out in the cold. Feeling ran high among independent theatre owners as they bemoaned the injustice of the situation. "We have no objection to the tariff being dropped on fairs," they maintained. "Nor do we want it abolished on high price houses, but surely the small theatre is the poor man's entertainment and should be given special consideration." It is the independent exhibitor that has felt the pinch of the public's empty purse strings.

(Continued on Page 2)

MERGER WITHIN

New York. — The corporate names of M-GM and Loew's Inc. will be consolidated in the near future for business and tax purposes, J. Robert Rubin stated yesterday. Nothing will be done, however, he announced, to effect the present status of employees.

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EDITVIEWS

Shortly after last week's issue of the Canadian Independent had gone to press, we received a letter congratulating us upon our efforts and expressing disappointment over the dismal failures recorded by independents in the West when they had attempted to organize. Such letters are most gratifying but the scarcity of them leaves unique thoughts in mind.

It is a common wail among theatres of the West that since they are so far from the centre of motion picture activity in Canada, they are in a hopeless position when it comes to having their wrongs and grievances righted. Week after week and year after year it has been heard, almost since motion pictures first came into existence. It is a just point of disgust and yet, when the opportunity comes for them to co-operate with the East in presenting a common front against offenders, Western theatre owners remain strangely silent.

To you who exhibit films in Saskatchewan, British Columbia, and Alberta. Are things so good with you that you have nothing to complain about? Are patrons crowding about your doors to such an extent that you spend all your time trying

UNITY TO BRING
CASH RETURNS

A large printing concern submitted a letter to the Canadian Independent theatre exhibitors throughout Canada combine and purchase their admission tickets as a body. We submit this to our readers approval with the information that such action would cut present printing bills almost in half.

to find seats inside for them and have no time for anything else? Are the various exchanges so superior in your part of the country that you never receive films cut until they look like sections of a jigsaw puzzle, or torn until they are a danger to the lives of your operators and the mechanism of your machines? Is the present Performing Rights situation your ideal and you are content that it cannot be improved? If not, then why not get wise to yourselves? Get together and unite. Forget the 2000 odd miles that separates East and West and cooperate with your fellow Independents throughout Canada.

The Canadian Independent is your organ. Use it. Let it air your views and your troubles. Don't sit down whining and wishing for something to happen. Put your shoulder to the wheel and start things stirring. The Canadian Independent is not a money making publication dictated to by a lot of high powered advertisers, nor is it the voice of a few theatre owners in the city of Toronto. No! It is a paper conceived in the ideals of better business and dedicated to serving the Independent Exhibitors from East to West. It is your weapon, your shield and your voice. It is up to you to unsheath it and protect yourself, or remain silent and the buffer for every dirty deal in the motion picture industry.

GOVT. ABOLISHES
AMUSEMENT TAX
AT FAIRS

(Continued from Page 1)

Small theatres have been obliged to lower and lower and still lower their admission prices in order to meet the budget of the working man. They have found out that it is impossible to get the prices of a few years ago, because the patrons cannot afford it. If the government considers the average working man cannot afford to pay amusement tax to enter a fair, surely it is only justice that they consider his plight when it comes to theatre entertainment. The man who patronizes the lower priced shows in these hard times, should not have the addition of an amusement tax thrown upon him."

With competition as great as it is, the small man cannot afford to absorb the tax and has been forced to boost his price, throwing the burden back upon the public. In many instances it has been a case of either do this or close his doors.

Exhibitors yesterday stressed the point that fairs were not every day events and that therefore the amusement tax heretofore collected only amounted to a few coppers per year, per person. They strongly maintained, however that in the course of a year the amuse-

(Continued on Column 4)

OUTGUESS
CENSORS AND
WIN A CIGAR

Difficulty of feeling what censors will do was indicated in the case of Paramount's "The Princess Comes Across." Carole Lombard was referred to in the film as "Princess Olga of Sweden." Both the Hays office and Paramount's foreign office objected, saying the line would offend Swedish royalty.

The line stayed in, but English censors cut the Sweden part, and France eliminated the whole line. When the picture hit Swedish territory, the distributors changed the film's title to "Princess Olga of Sweden."

GOVT. ABOLISHES
AMUSEMENT TAX
AT FAIRS

(Continued from Column 3)

ment tax paid individually by theatre goers created a large hole in the pocket book, and that if the government really had the cause of the people at heart and not simply the large concerns behind the various fairs and exhibitions, they would do something to eliminate the burden being borne at present by the general public.

Mr. Freedman, president
(Continued on Page 4, Col. 2)

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(PARAMOUNT)

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Heavy Drama, Programme class. Alright for part of dual bill in small houses.

WIVES NEVER KNOW

Real good comedy in the usual Charles Ruggles, Mary Bolan style. Good for any dual bill.

LADY BE CAREFUL

This gives off a slight odor. If you have a selection pass it. Otherwise make sure you have an ace hit with it.

(FOX)

LADIES IN LOVE

Misses the mark sadly but has names and "You can fool—"

THAK YOU JEEVES

Gets by, but only goes to prove how Hollywood hams can ruin the work of a great writer.

STAR FOR A NIGHT

Is good for any neighborhood house on a double bill.

(COLUMBIA)

THE MAN WHO LIVED TWICE

Here is something different. An unique story, well done. Could have been first class with a punch ending.

CRAIG'S WIFE

Out in front as far as entertainment goes. The only drawback being that it caters to the more sophisticated type of audience.

(M. G. M.)

KELLY THE SECOND

An elastic comedy. A two reeler stretched out to feature length. Gets by through the heroic work of Patsy Kelly and Charlie Chase.

OLD HUTCH

I have a weakness for Wallace Berry, who does his best with a weak vehicle in Old Hutch. Alright on a double bill.

ALL AMERICAN CHUMP

Not up to usual M.G.M. Standards. Bridge gangsters for comedy.

(WARNER BROS.)

GIVE ME YOUR HEART

Excellent entertainment. Kay Francis and George Brent at their best with a great added performance by Roland Young.

BENGAL TIGER

Fine fare for Western fans and kiddies, but a picture with no big names.

(UNIVERSAL)

MAGNIFICENT BRUTE

Guaranteed as a sure fire box office hit.

(COLUMBIA)

ADVENTURE IN MANHATTAN

Should give good returns. Not badly acted, not badly written.

THEY MET IN A TAXI

A higher grade programme. packed with comedy and bound to appeal to the majority.

A LITTLE CHILD
SHALL LEAD THEM

Theatre's out in California are beginning to take seriously that old saying about, "And a little child shall lead them." Some of the big brains of the business have got together and discovered that where the young hopeful goes, there also goes mamma, pappa, and even big sister and her boyfriend.

The moguls have gone even a step further and decided that the patronage of children should be solicited, and that managers should get to know them by name. At this rate, it may not be long before we have a scene something like this:

Manager to eight-year-old leaving theatre — "Well, Percy, I hope you enjoyed the film. You know we are always pleased to see you here."

Young Hopeful — Sure, I appreciate that but you gotta give me something better than this Western stuff. That may be alright for the Old Man, but I crave Art. I tell you, the motion picture industry is going all to hell. What this country needs is another Garbo."

Manager — "Well, I certainly appreciate your suggestions. Here's the lollypop you gave me to hold when you came in. No! I didn't take a lick. Good-bye Percy."

TWICE TOLD TALES

Martin Gang's wife awakened him the other night hollering "There's a mouse in the room; I can hear it squeaking." "Well, what do you want ME to do?" asked Martin, "Get up and OIL it?"

* * *

The friend of a gambler had been killed in an automobile accident and the gambler went to the wife's house to break the news to her. "Does the widow Gibbs live here," replied the woman, "But I'm not a widow." "No?" said the gambler, "How much do you want to bet?"

* * *

Norman Taurog tells about the talent scout who was in the east interviewing prospects for the studio's stock company. One day he wired his chief that he had found a young chap with a great social background. "He's a descendant of Daniel Boone on his mother's side," said the telegram, "And on his father's side he's related to George Washington." "Am not interested in his descendants," wired back the boss. "We want him for acting; not breeding purposes."

ONTARIO EXHIBITORS!

Now is the time to unite and fight for new amusement tax rates. Don't forget to sign the petition you received with this copy.

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GOOD PROFIT DERIVED FROM A SIMPLE ACT

High pressure advertising, gift nights, and added features all have their place in the theatre business, but there is a danger of exhibitors forgetting that about the cheapest investment and one of the best means of getting returns is to extend to their patrons COURTESY. There is a danger nowadays of managers and even ushers treating patrons like members of an inferior race. They often seem to forget they are being paid to be at the service of the customer, and act as if they were doing the patron a special favor by letting him in the show.

The theory that COURT-ESY PAYS is pretty well believed but seldom proved as concisely as it was last week to Harry Lester of the Bonita Theatre. One of his ushers extended a little kindness to a patron and the following letter is tribute to the far reaching effect of his action. It is from a representative of the Packard Motor Corporation.

Dear Sir:

I visited your Theatre, on October 19 and had a courtesy extended to me by your ushers for which I wish to express my appreciation.

I am handicapped by a broken arm and your ushers having realized my position called me out of the line-up and secured a seat for me.

Little courtesies of this kind are greatly appreciated and lead to a closer feeling between Manager and Customers.

Hoping you will extend my thanks to your ushers.

Yours truly,

ATTENTION!

Is your subscription up-to-date? The Canadian Independent is your magazine. It needs your patronage and you need it. There is a form on this page for your convenience.

GOVT. ABOLISHES AMUSEMENT TAX AT FAIRS

(Continued from Page 2)

of the Independent Theatre's Association, when interviewed yesterday was staunch in his attitude. This is one of the things we are up against he stated. It is the gauntlet thrown in the face of the small exhibitor. It is not only a fight for ourselves but a fight for the general public. It is our duty to combine. To forget personal differences and to present a united front in working for our rights. We pay taxes. We spend our money in the cities in which we have theatres. Surely we have a right to a decent living. The nose of the wedge has been driven in. Now is the time to loosen the strangle hold about our own throats and to gain the goodwill of our patrons. It is up to us whether we sink or swim. To independent exhibitors my only message is **Unite**.

TWICE TOLD TALES

(Continued from Page 3)

At a comedy preview recently Little Billy, the mid-get, was sitting behind Mack Gordon, the 300 pound songwriter. Turning around in his seat, he asked Little Billy if he could see all right. "No," answered Billy, "I can't even see the screen." Then I'll tell you what to do," said Gordon, "Keep your eye on me, and laugh when I do."

* * *

Bill Pierce of Universal says that Landon's campaign manager won't let Landon listen to Roosevelt's speeches on the radio. He's afraid that Landon will vote for him.

* * *

A director asked a supervisor if he'd like to go downtown with him and attend a lecture on Buddhism. "No," said the supervisor, "What do I care about raising flowers."

* * *

Henry Cross of Cross & Dunn says business was so bad at a certain night club the other evening that the cops arrested the doorman for loitering.

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